

File

AUG 18 1941

FASHION CALENDAR

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

PLEASE NOTE! IMPORTANT!

Your subscription to FASHION CALENDAR does not constitute an invitation, nor does it entitle subscribers to ask for admission to events we list. Listings are plainly marked when they are "open to the public". It is just as plainly stated when they are "for members of the Fashion Press only" or "by invitation only". Subscribers are earnestly requested to respect the conditions of each announcement, and not to ask for admission to any of the events to which they have not been specifically invited.

The Editor

WEEK BEGINNING MONDAY, AUGUST 18, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday August 18 On.....	PRESENTATION OF CHRISTMAS LINES	BOURJOIS, INC.	SHOWROOM 35 WEST 34TH STREET
	Bourjois' "Skylark", "Mais Oui", and "Evening in Paris" lines in special gift-set combinations, newly and brightly packaged for Christmas, are now ready for inspection at the Bourjois showrooms. Three Chanel preparations, too, will receive special promotion as Christmas items. Beauty editors may make individual appointments to see the lines by calling Miss Grace Coppage, WI. 7-8170.		
Tuesday August 19 8:30- 9:00 P.M.	METROPOLITAN MUESUM TELEVISION SERIES	COLUMBIA BROAD- CASTING SYSTEM	STATION WCBW
	"Masterpieces from Greece", subject of this week's Television program based on Metropolitan Museum Collections, now made visually available over the air, for stimulation of taste and perception, and for design inspiration. Children's programs every Thursday from 2:45 to 3:15 P.M. Receiving sets in the following public places: Newsreel Theatres at Radio City (33 W. 50th) and 72nd and B'way; Waldorf Astoria Restaurant Lounge off Peacock Alley (room temporarily closed, but expected to reopen soon). Publicity: Wil Marcus, WI. 2-2000.		
Wednesday August 20	FIRST SHOWING: RESORT FABRIC COLLECTION	AMERITEX	255 CHURCH STREET
	Press may contact Miss Hope Skillman, WA. 5-8322 for appointment to see collection.		
Wednesday Aug. 20 12:30 P.M.	FASHION GROUP LUNCHEON	MILLINERY SECTION	LONGCHAMPS 19 WEST 57TH STREET
Luncheon	Subject of meeting: what to do to stimulate sale of hats. Speakers: Esther Lyman, Harper's Bazaar; Frederika Fox, Vogue; and 2 consumer guests of Mademoiselle Magazine. Members may bring guests. Luncheon \$1.30 (including tip). Reservations from CI. 7-1734.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 20 4-6 P.M.	PRESENTING FALL SHOE FASHIONS	THE COWARD SHOE	WALDORF ASTORIA HOTEL BASILDON ROOM
	Coward will at this time introduce their "Cradle-Heel Tred principle" into women's shoes, presented originally last spring in the men's line. Coward designer Joseph A. Jung, will be on hand to answer questions about his brain child. By invitation only. Contact: D. R. Kasanof, BA. 7-1700.		
Wednesday August 20 5:45 P.M.	PRESS PREVIEW: NEW FALL HATS	LORD & TAYLOR	5TH AVE. AT 39TH ST.
	Open to fashion press by invitation only. Publicity: Hinda Gould or Peggy Cox, WI. 7-3300.		
Wednesday August 20 6:00 P.M.	"BEAUTY BY THE BUSHEL" AND CAMPUS FASHIONS	JOHN WANAMAKER	B'WAY AT 9TH ST. AUDITORIUM
	2nd in Wanamaker's series of 4 weekly College Shop Fashion shows, including illustrated weekly beauty lecture by a member of John Powers School staff, demonstrated by Powers mannequins. This week's subject: "She Walks in Beauty". This week's fashion parade: College and Sports Clothes. Open to press and public. Publicity: Katherine Page, ST. 9-4700.		
Thursday August 21 9-11 A.M. Breakfast	PRESS BREAKFAST PREVIEW: NEW CHRISTMAS IDEAS	DOROTHY GRAY, LTD.	DOROTHY GRAY PENTHOUSE 683 FIFTH AVENUE
	Previewing the new Dorothy Gray Christmas gift offerings. For members of the fashion and beauty press, by invitation only. Publicity: Terry Quimby, WI. 2-6190.		
Thursday August 21 6:00 P.M.	FALL FASHION SHOW	JAMES McCREERY	DOWNSTAIRS STORE
	The Downstairs Store has had its face lifted for Fall and will celebrate with a fashion show of Back-to-School and Back-to-Work clothes. Open to press and public. Publicity: Helen Fennebresque, WI. 7-7000.		
Friday August 22	OPENING OF NEW SPECIALTY SHOP	H.E. BROWN & COMPANY	FRANKLIN STREET GARDEN CITY, L.I.
	An innovation in specialty shop merchandising -- a store that will carry mostly branded merchandise including Jane Engel Dresses; Kayser Hosiery and Underwear; Yolande Lingerie; Dobbs Hats and Pringle Sweaters (also domestic and imported sportswear and linens). Contact: Herbert Bijur of Jane Engel, RE. 7-1200.		
Monday August 25 (Tentative)	PRESS SHOWING: CUSTOM MILLINERY	MILGRIM'S	6 WEST 57TH STREET
	Introducing the new Milgrim Collection of Custom-Order hats. By invitation only. Publicity: Martin Kahn, CI. 7-7200.		
Around August 25	FIRST SHOWING: RESORT FABRIC COLLECTION	TISSUS HAUTE COUTURE, INC.	110 WEST 40TH STREET
	For appointment to see collection, press may contact either Mr. Welles or Mr. Spear, CH. 4-5943.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 26 On the air 9-9:30 A.M.	"WOMAN OF TOMORROW" RADIO INTERVIEW Nancy Craig will interview Jean Frances Morse of Lincoln, Nebraska, bright little 15-year-old girl who won over a field of 17,000 competitors in a contest to choose a name for a "'teen age" fashion promotion. Jean Frances chose the title "Talk of the Teens", instantly adopted by the 8 cooperating manufacturers. Publicity: Betty Seeley, CH. 4-0329.	NANCY CRAIG AND JEAN FRANCES MORSE	STATION WJZ
Tuesday August 26 2:30 P.M.	"TEEN-AGE" FASHION SHOW AND TEA At 2:30 P.M., this same little Jean Frances Morse (see above), will play hostess to Altman's specially invited Teen-age customers at a fashion show and tea, presenting complete wardrobes for the teen-age girl. This occasion marks the debut of a "Talk of the Teens" Club, with Jean Frances for honorary president. Fashion Press and Teens by invitation only. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & COMPANY	5TH AVE. AT 34TH ST.
Tuesday August 26 2:30 P.M.	PRESS AND COLLEGE STUDENTS' PREVIEW SHOW Saks 5th Avenue will present college fashions to the tune of a musical comedy written and produced by members of the store's own College Staff. Director, Rose Cummel. Publicity: Dorothy Harness, PL. 3-4000.	SAKS 5TH AVENUE	COLLEGE HANGOUT 7TH FLOOR
Tuesday August 26 2:30 P.M.	COLLEGE SHOP BEATY AND FASHION SHOW 3rd in series of weekly College Shop presentations. Feature attractions: a talk entitled, "Until She Spoke", illustrated with voice-recordings; another talk entitled, not "Make-Up" but "Make-Down", by a member of John Powers School staff; a Fashion Show of Campus Clothes. Open to press and public. Publicity: Katherine Page, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH ST. AUDITORIUM, 2ND FL.
Wednesday August 27 Cocktails	PRESS PREVIEW: BALL GOWNS BY KATHRYN KUHN Kathryn Kuhn, maker of beautiful ballroom gowns for professional dancers, will introduce her first general collection for non-professionals to members of the fashion press at cocktails. Press preview will be followed by Thursday afternoon showing for the Trade. Mrs. Kuhn's professional clients include such famous dancers as Renée de Marco, Yolanda (of Veloz & Yolanda), Carmen Miranda, Carmen Amaya, and many others. Publicity: Kathryn Kuhn, CI. 5-9363.	KATHRYN KUHN, INC.	50 WEST 57TH STREET
Thursday August 28 6:00 P.M.	"COLLEGE SUPER-MARKET" FASHION SHOW Gimbel's College Shop, dubbed the "College Super-Market", will stage a fashion show. College girls will model campus fashions. Other attractions: address by Miss Zeller, College Editor of Harper's Bazaar. Fashion Commentary by Evelyn Kay, Gimbel stylist and publicist. Like all Super-Markets, this one is equipped with little wheel barrows so that customers may cart selections around until all purchases are completed. Publicity: Marjorie Howard, PE. 6-5100.	GIMBEL BROTHERS	B'WAY AT 33RD ST. 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday August 31 5:00 P.M. Cocktails	FALL FASHION SHOW For the 5th year, the Tailored Woman will present its annual Fall Fashion Show to the members of the Atlantic Beach Club and their guests. The promenade will include Fall day and evening fashions and furs. Press by invitation only. Publicity: Edith Carter, PL. 5-2500.	THE TAILORED WOMAN	ATLANTIC BEACH CLUB ATLANTIC BEACH, L.I.
Monday Sept. 1 9:00 P.M.	1ST BOTANY TELEVISION PROGRAM GOES ON THE AIR One of Television's 1st commercial contracts in the fashion field, signed by the Botany Worsted Mills. Botany will go on the air Monday, Sept. 1, at 9 P.M. for 13 weeks, presenting a weather announcement, followed by a visual exposition of some Botany product. First to take the air will be Botany's wrinkleproof ties. Later visualizations will include Botany yarns, fabrics and Botany's new "Lanolin Cosmetics". Program goes on 6 nights a week, arranged by Bert Goldsmith of the Alfred J. Silverstein Agency, MU 3-6232.	BOTANY WORSTED MILLS	STATION WNET
Monday Sept. 1-17	OPENING OF AQUEDUCT FALL RACE MEET	QUEEN'S COUNTY JOCKEY CLUB	AQUEDUCT, L. I.
Tuesday Sept. 2	RETAIL FALL MILLINERY WEEK Designated by the MMEA and MSC as Opening Day of the Fall <u>Retail</u> Millinery season. Stores throughout the country will launch advertising, window and departmental promotions ushering in New Fall Hats. For further information, contact: Margery Hartman, MSC, CH. 4-6547.		THROUGHOUT U.S.A.
Tuesday Sept. 2 On.....	SPECIAL EXHIBIT- 18TH & 19TH CENTURY AMERICAN COSTUMES & ACCESSORIES 35 or 40 American costumes of the 18th and 19th century will go on exhibition in the newly constructed Costume Gallery. Open every day except Monday. Publicity: Mr. A. J. Wall, Jr., TR. 7-2917.	N. Y. HISTORICAL SOCIETY	170 CENTRAL PARK W.
Week of Sept. 2	FIRST SHOWING: RESORT FABRIC COLLECTION For appointment to see collection, contact: Miss Oppenheim, WI. 7-1471.	S. STROOCK & CO., INC.	404 FIFTH AVENUE
Week of Sept. 2	FIRST SHOWING: RESORT FABRIC COLLECTION For appointment to see collection, contact: Mr. Werk, LO. 5-5320.	JULIUS N. WERK FABRICS	58 WEST 40TH STREET
Tuesday Sept. 2	DEBUT OF NEW MAGAZINE, "DESIGN FOR LIVING" Geared to a junior or school-girl audience, "Design for Living" will sell on the newstands at 25¢. 15¢ on subscription through the schools. Fashion Editor: Gwenn Randolph. Publisher: Popular Science.		
Tuesday Sept. 2	OPENING DATE OF NEW "JEUNE FILLE" DEPT. Presenting the new Fall Collection and inaugurating, at the same time, a Jeune Fille department which will feature fashions beginning at \$25. Contact: Mr. Nathan, PL. 5-5430.	JONAI, INC.	78 EAST 56TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tues. Sept. 2	"THE BIG SIX" ANNOUNCE THEIR FALL OPENINGS--PRESS PREVIEWS OF THE FALL "ORIGINALS" OF N. Y.'S GOLD COAST SPECIALTY SHOPS		
<u>NOTE: All six showings are strictly "by invitation"! Please do not ask for admission.</u>			
Tues. Sept. 2 3:00 P.M.	JAY THORPE ORIGINALS Press preview. By invitation only.		24 WEST 57TH ST. Publ. Constance Hope, PL. 3-3390.
Tues. Sept. 2 8:00 P.M.	BERGDORF GOODMAN FALL COLLECTION Press preview. By invitation only.		754 FIFTH AVENUE Publ. Mab Wilson, PL. 3-7300.
Wed. Sept. 3 11:00 A.M.	BONWIT TELLER Fira Benenson's Collection from the Salon de Couture. By invitation only. Publicity: Nona James, EL. 5-6800.		711 FIFTH AVENUE
Wed. Sept. 3 3:00 P.M.	MILGRIM'S Design Studio Originals from the Custom-Order Dept. By invitation only. Publicity: Martin Kahn, CI. 7-7200.		6 WEST 57TH ST.
Thurs. Sept. 4 3:00 P.M.	SAKS 5TH AVENUE Press preview of "Sophie Originals" from the Salon Moderne. By invitation only. Publicity: Dorothy Harness, PL. 3-4000.		611 FIFTH AVENUE
Mon. Sept. 8 8:00 P.M. (Note change)	HATTIE CARNEGIE Fall Originals. By invitation only.		42 EAST 49TH ST. Publ. Jo Hughes, WI. 2-2600.

Wednesday Sept. 3 6:00 P.M.	COLLEGE SHOP FASHION SHOW	JOHN WANAMAKER	B'WAY AT 9TH ST. AUDITORIUM
4th, last and major event in series of weekly College Shop Fashion Shows, tying-in with the late Wednesday Opening of the store. Director of Powers School will close Beauty Clinic with a beauty talk. Open to press and public. Publicity: Katherine Page, ST. 9-4700.			
Thursday Sept. 4 10:00 A.M.	PRESS PREVIEW; FALL COLLECTIONS	HENRI BENDEL	10 WEST 57TH ST.
By invitation only. Publicity: Frances Anderson, CI. 7-1100.			
Thursday Sept. 4 5:00- 5:30 P.M.	"FASHION DISCOVERIES" ON TELEVISION	NORMAN D. WATERS	STATION WNBC
2nd Fashion Program to tie-in with Television commercially is Norman D. Waters' "Fashion Discoveries" -- fashions and accessories promoted co-operatively in the past in fashion magazines. Mr. Waters has signed "Fashion Discoveries" for 13-weeks on Television. Featured merchandise will be television-tagged in the stores in which it is sold. To join this cooperative program, contact: Norman D. Waters, CA. 5-7430. To make individual purchase of Television time, contact: Mr. Thomas Hutchinson, NBC, CI. 6-8300.			

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Thursday Sept. 4 5:30 P.M.	ANNUAL XMAS PARTY AND PRESS PREVIEW	F.A.O. SCHWARZ	5TH AVE. AT 58TH ST.
	Fun for the Fashion Press at F.A.O. Schwarz's annual Christmas party, pre-viewing all that's new in toys for this coming Christmas. By invitation only. Publicity: Miss Hunter at Abbott Kimball, PL. 3-9600.		
Monday Sept. 8 3:00 P.M.	PRESS PREVIEW: NEW FALL COLLECTION	CHEZ NINON	785 FIFTH AVENUE
	Fall Collection of Originals designed by Jean Schlumberger. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Sept. 8 (Tentative)	OPENING DAY: ENLARGED JANE ENGEL SHOP	JANE ENGEL, INC.	MADISON AVE. AT 79TH
	Once more, the Jane Engel shop has outgrown itself and is taking additional space adjoining the present store. With the enlargement goes a consolidation of the merchandising offices with the retail store. Also complete face-lifting and redecoration, with special emphasis on Evening Gown and Bridal Shops. FASHION CALENDAR will announce plans later (if any) for a special Press Preview. Publicity: Herbert Bijur, RE. 7-1200.		
Monday Sept. 8- Sept. 12 Inclusive	7TH ANNUAL PREMIUM BUYERS' EXPOSITION	PREMIUM ADVERTISING ASS'N. OF AMERICA	HOTEL COMMODORE GRAND BALLROOM
	100 Exhibitors. Highlight of Tues. morning session: round table conference on Premium Advertising, 9:45 A.M. Highlight of Wed. Evening session: dinner and dance. (Admission \$3). Entire exhibit open to all interested in premium advertising and merchandise. Exhibitors register with Mr. Howard W. Dunk, Sec. of Assoc., 500 Fifth Ave., N.Y.C., BR. 9-6990.		
Tuesday Sept. 9 10:00 A.M. 11:30 A.M. 2:30 P.M.	ANNUAL FALL FASHION SHOW	BLOOMINGDALE'S	LEXINGTON AT 59TH GREEN ROOM
Wed. 9/10 11:30 A.M. 2:30 P.M.	The Fashion Press will have its own private Green Room preview of Bloomingdale's new Fall Fashions on Tuesday at 10:00 A.M. By invitation only. Public showings follow at 11:30 A.M. and 2:30 P.M. Tuesday, and again on Wednesday, September 10th. Publicity: Karen Hollis, VO. 5-5900.		
Tuesday Sept. 9 10:30 A.M. & 2:30 P.M.	FIRST SHOWING: FALL COLLECTION	STEIN & BLAINE	15 WEST 57TH STREET
	Stein & Blaine will present their new collection of Fall Fashions and Winter Furs to members of the Fashion Press and Stein & Blaine customers. By invitation only. Publicity: Kay Merrill, PL. 3-6180.		
Tuesday Sept. 9 4:30 P.M. "Pink Champagne Party"	PRESS PREVIEW: FUR COLLECTION	RUSSEKS WHOLESALE	384 FIFTH AVENUE
	Preview of furs for winter 1942, designed by the talented Ralph Marano of Russeks Wholesale. A "pink champagne" party follows. By invitation only. Publicity: Beatrice Castle, WI. 7-1900.		

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Tuesday Sept. 9 (Time not yet set)	PRESS & DRESSMAKERS' PREVIEW OF POLA STOUT'S BOTANY PERENNIALS	B. ALTMAN	CHARLESTON GARDENS 5TH FL. RESTAURANT
Altman's Piece Goods Department will hereafter feature Pola Stout's "Botany Perennials." opening with a revue of new Fall Fashions, made from Vogue patterns in these beautiful classic fabrics. By invitation only, for Dressmakers and members of the Fashion Press. First public showing follows on Wednesday, Sept. 10th (time not yet set), in the Piece Goods Department on the 2nd floor. Publicity: Faith Willcox, MU. 9-7000.			
Wednesday Sept. 10 10-11 A.M. Breakfast	PRESS BREAKFAST PREVIEW: NEW FALL FASHIONS	A. DE PINNA COMPANY	5TH AVE. AT 52ND ST.
Details in later issue of FASHION CALENDAR. Publicity: Miss Dorothy Coburn, VO. 5-4800.			
Wednesday Sept. 10- Sept. 20 11 A.M. - 11 P.M.	NEW YORK COUNTY FAIR	AMER. INSTITUTE OF THE CITY OF NEW YORK	MADISON SQ. GARDEN 325 EIGHTH AVENUE
Revival of a hundred year-old custom, the N. Y. County Fair. (Last one held in old Madison Square Garden in 1897.) Like the Fair of that year, this one will have contests and exhibits of all the domestic arts - needlepoint, crochet, embroidery, knitting, patchwork, cooking, baking, canning, etc. - with 400 prizes in all. Closing date for all entries, August 22nd. Open to public. Admission, 50¢ (no tax). Children up to 16, 25¢ each. For schedule of special events or tie-ins, contact: Mr. Bolton, MU. 2-8480.			
Thursday Sept. 11 4-7 P.M.	"CHANTILLY DÉBUT PARTY" AND FASHION SHOW	HOUBIGANT PARFUMS	WALDORF ASTORIA HOTEL LE PERROQUET SUITE
Houbigant will introduce a new perfume, "Chantilly", and a line of Chantilly toilettries, tieing-in with the important Fall and Winter fashion of Chantilly lace. For members of Fashion and Beauty Press, by invitation only. Names of cooperating fashion exhibitors in later issue of FASHION CALENDAR. Publicity: R. G. Spencer, CI. 6-5151.			
Monday Sept. 15 Thru Tues. Sept. 16	AMERICAN LEATHERS & SPRING SHOE STYLE CONF.	TANNER'S COUNCIL & NAT. SHOE RETAILERS ASSOC.	WALDORF ASTORIA HOTEL
The Tanner's Council will exhibit new leather colors while the National Shoe Retailer's Association conducts fashion forecast meeting on men's, women's and children's shoe fashions for spring. For further information, invitations, etc., contact: For Tanner's Council, Mr. J. L. Nelson, BE. 3-0495. For N.S.R.A., Mr. Lee Langston, AS. 4-9515.			
Tuesday Sept. 16 11:30 A.M. & 2:30 P.M.	BIG ANNUAL FALL FASHION SHOW	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST.
Two performances daily, 11:30 A.M. and 2:30 P.M., for Press and public. Show will be repeated in Hempstead and New Rochelle on Sept. 17th and 18th respectively. Publicity: Ann Albee, CA. 5-2300.			

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Wednesday Sept. 17 6:00 P.M. (Tentative)	FALL OPENING: READY- TO-WEAR COLLECTIONS	JOHN WANAMAKER	B'WAY AT 9TH STREET
	Open to press and public. Further details and confirmation of date in later issue of FASHION CALENDAR. Publicity: Katherine Page, ST. 9-4700.		
Thursday Sept. 18- Oct. 5	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK, ELMONT, L. I.
	Fashion luncheon Exhibitors in later issue of FASHION CALENDAR. To tie-up in any way, contact: Joan Becker, MO. 4-7700.		
Saturday Sept. 20- Oct. 18 Inclusive	UNITED STATES DEFENSE FAIR	NEW YORK CITY	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
	A gigantic Civilian and National Defense Exposition, planned by the City of New York under direction of George A. Sloan, Commissioner of Commerce. 40 prominent citizens will serve as advisory committee. Exposition undertakes to present a comprehensive picture of all industrial and commercial activity for national defense; to educate the public to its specific part in defense; and to permit manufacturers to show how they are cooperating in the Defense Program. Two-thirds of the exhibits will be provided by the Government; one-third by manufacturers. Defense clothes will, of course, be included. Manufacturers throughout the country will participate. Feature of Opening Week: important Defense Clinic. Tickets go on sale shortly at 25¢ each. Admission during exposition, 40¢. All proceeds (above expenses) to U.S.O. and Office of Civilian Defense. Exhibitors contact Mr. Almon R. Shaffer, Mng. Dir., PL. 3-1623. Publicity: Mr. Worth Colwell, PL. 5-0478.		
Wednesday Sept. 24 (Time later)	FALL FASHION SHOW	TAILORED WOMAN & THE WOMEN'S CLUB OF RYE	RYE GOLF CLUB RYE, NEW YORK
	The Tailored Woman will present its new Fall Fashions to Rye Women's Club members, their guests, and members of the Fashion Press. By invitation. Publicity: Edith Carter, PL. 5-2500.		
Thursday Sept. 25 5:30 P.M.	CAREER FASHION SHOW	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST.
	Arnold Constable will demonstrate that "It's A Career To Be A Wife... Mother... Secretary... Stenographer... Writer... Fashion Executive... Teacher..." etc. -- covering all careers for women and showing how to dress smartly for each one. Open to press and public. Under direction of Ann Albee. CA. 5-2300.		
Wednesday Oct. 1	GALA BENEFIT BALL	U.S.O. & WALDORF ASTORIA HOTEL	WALDORF ASTORIA HOTEL GRAND BALLROOM
	Gala public ball, under direction of Mrs. Winthrop Aldrich and Mr. Lucius Boomer. Celebrating 10th anniversary of opening of present Waldorf Astoria Hotel. Net proceeds to benefit United Service Organizations. Leading orchestras will alternate for dancing. Headline-entertainers will participate in festivities. Admission price not yet set. Publicity: Ted Saucier, EL. 5-3000.		
Sunday Oct. 5-11 Inclusive	DANBURY FAIR		DANBURY CONNECTICUT
	Details in later issue of FASHION CALENDAR.		

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Tuesday Oct. 7 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW: NEW FALL HATS First of the famous Tuesday Salon d'Elegance Fashion Luncheons at the Ritz, off to a brilliant start with a showing of Fall hats by Walter Florell. Mr. Florell will deliver his own fashion commentary. Show goes on at 1:30 P.M. Fashion Press by invitation only. Florell Publ.: Mr. Frederick, PL. 5-0890. Ritz Publ.: Bette Benfield, PL. 3-4600. Luncheon à la carte. Open to Public. For reservations, phone Charles, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM

HOME FURNISHINGS CALENDAR

Tuesday Aug. 26-29 Inclusive	NATIONAL HEALTH FOODS CONVENTION 55 exhibitors. Open to trade and press. Publ. Mr. Shefferman, GR. 7-1410.	NATIONAL HEALTH FOODS ASSOCIATION	HOTEL McALPIN
Wednesday Sept. 3 5:30 P.M. Cocktails	PRESS PREVIEW: "WISHMAKER HOUSE" James McCreery will precede the public Opening of "Wishmaker House", a Federal American Ensemble, with a Press Preview and cocktail party. By invitation only. Publicity: Helen Fennebresque, WI. 7-7000.	JAMES MCCREERY	7TH FLOOR
Friday Sept. 5-6	"BLOOMINGDAHLIA" FLOWER SHOW 2nd annual Dahlia Show for "novice gardeners", under auspices of American Dahlia Society. Judging at 2:30. Special awards to Manhattan fire-escape and window-box gardeners. Also Flower Arrangement Competition. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH
Tuesday Sept. 23 Evening Preview	EXHIBIT: "ORGANIC DESIGNS" IN FURNITURE AND FURNISHINGS Exhibit of prize-winning designs and their reproductions from recent design competition staged jointly by Museum of Modern Art and Bloomingdale's. "Organic Designs" will be introduced into common use by Bloomingdale's and 12 other stores sponsoring their production and sale. Exhibit opens to public Wed., Sept. 24. Tues. Press Preview: will be preceded by Bloomingdale dinner party for designers and Museum executives. For further information, contact: Miss Sarah Newmayer, Museum Publicity, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.

OPENING DATES, OUT-OF-TOWN FALL MARKETS

Aug. 29	San Francisco Mfgs. Assoc.	Sept. 8	Pittsburgh Wholesale Merchandise Mart
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DATES AHEAD

RED LETTER WEEKS

Sept. 1	LABOR DAY
Sept. 22	1ST DAY, JEWISH NEW YEAR*
Sept. 28	END OF DAYLIGHT SAVING**
Oct. 1	JEWISH DAY OF ATONEMENT*
Oct. 3	COLUMBUS DAY

Sept. 21-27	NATIONAL DOG WEEK
Sept. 27	COLLEGE FOOTBALL SEASON OPENS
Oct. 1	MOVING DAY
Oct. 4-11	NATIONAL FURNITURE WEEK
Nov. 1-7	NATIONAL ART WEEK

*Market closed for all practical purposes.

**Bill pending for extension of Daylight Saving Time.

MUSIC.. THEATRE.. MOVIES.. NIGHT SPOTS

- Just
Opened NEW SHOW AT ROCKEFELLER SUPPER CLUB Rainbow Room, Rockefeller Center
Starring José Fernandez, classic Spanish dancer and partner, Juanita Deering; Rolf Passer, Mental Telepathist; Laura Dutton, singer; Ozzie Caswell and orchestra, and Clemente and Rhumba Band (held over). Publicity: Ed Seay, CI. 5-9000.
- Thursday
August 21 "THE LITTLE FOXES" (Cinema) Radio City Music Hall, 1260 6th Ave.
Cinema version of Lillian Hellman's Broadway success, starring Bette Davis and Herbert Marshall. Fashions of 1903 by Orry-Kelly. RKO Publicity: Rutgers Neilson, CO. 5-6500.
- Wednesday
August 27 "ALOMA OF THE SOUTH SEAS" (Cinema) Paramount, B'way at 44th St.
Dorothy Lamour in Technicolor--and a Sarong, of course! With Jon Hall. Other clothes, by Edith Head, will introduce "poncho" blouses patterned after the shirts of the Mexican piasanos. Peruvian colors too. Paramount Publicity: Aileen St. John Brenon, CH. 4-7040.
- Wednesday
August 27 HARVEST MOON BALL Daily News Welfare Assoc., Madison Sq. Garden
Annual dancing competition staged by Daily News Welfare Association. Proceeds to send underprivileged children to camp. 85 couples in finals. 8:30 P.M.
On..... Added attractions: big name bands and stars of stage, screen and radio. Admission, 40¢ to \$2.20, from News Information Bureau (220 E. 42nd St.) and Madison Square Garden. Publicity: Mr. Murtha, MU. 2-1234.
- Friday
August 29 "DIVE BOMBER" (Cinema) Strand, B'way at 47th St.
Errol Flynn, Fred MacMurray and Alexis Smith in an aerial thriller. Clothes by Milo Anderson. Warner Bros. Publicity: Eve Segal, CI. 6-1000.
- Friday
October 3 OFFICIAL FALL OPENING OF SERT ROOM Waldorf Astoria Hotel
Preceded by October 2 Bundles for Britain benefit, "The Americas Dinner". Publicity: Ted Saucier, EL. 5-3000.

COMING

- "VILLAGE GREEN" - a comedy with Frank Craven. Due 1st week in September.
- "THE WOOKEY" - a new play about a Cockney family fighting Battle of London. By Frederick Hazlitt Brennan. Producer, Edgar Selwyn. Due week of Sept. 8.
- "MR. BIG" - by Arthur Sheekman and Margaret Shane. A George S. Kaufman production with Fay Wray in leading role. Due at Lyceum Theatre after Sept. 15.
- "KEEP COVERED" - farce about the insurance business by Michael Wallach and Pat Flick. Due at Royale Theatre around Sept. 16.
- "CANDLE IN THE WIND" - Maxwell Anderson play starring Helen Hayes. Action laid in occupied France. To be presented by Theatre Guild and Playwrights Co. in late October.
- "BLITHE SPIRIT" - Noel Coward farce with Clifton Webb and Peggy Wood. Producer, John C. Wilson. Expected in November.
- "THE TWINS" - new Garbo movie-comedy. Greta plays dual role, supported by Melvin Douglas, Constance Bennett, Ruth Gordon and Roland Young. Release date not set. MGM Publicity: Art Schmidt, BR. 9-7800.